



## News Release



### ROHM AND HAAS ANNOUNCES NEW ROBOND® TR SERIES ADHESIVES FOR RUBBER-TO-METAL BONDING

**Philadelphia, PA , January 9, 2003**– Rohm and Haas Company has announced the introduction of a new line of water-borne adhesives specifically formulated to meet the performance demands of rubber-to-metal bonding applications. Manufactured globally in North America and Europe, the new Robond® TR series adhesives are particularly well suited for underhood automotive applications including rubber-to-metal bonding of seals, gaskets, and brake pads.

"Water-borne adhesives have been used for years in a number of underhood applications," states John Channon, North American Business Manager, Transportation and Structural Adhesives. "However, for the first time, new Robond TR series adhesives raise the performance bar to a level equal to that of solvent-based adhesives," he adds.

The new Robond TR series adhesives are not limited to automotive applications. "This new series of adhesives is so reliable that some of the adhesives are suitable for bonding earthquake-absorbing seismic pads in the construction of bridges and buildings," states Don Branek, North American Commercial Manager, Transportation Adhesives. "In addition, solid rubber lift-truck tires, heavy industrial farming equipment, high-pressure industrial hose, and underground residential cable lines all rely on Robond TR adhesives to provide the bonding strength necessary to meet the demands of rugged working environments," says Branek.

Robond TR series adhesives offer environmental benefits, as well. Regulations governing VOC emissions reductions will take effect in 2005. One of the greatest benefits of new Robond TR series adhesives is their ability to significantly reduce VOC emissions while still meeting all performance standards. The adhesives of this new line can also provide these improved benefits on an applied-cost basis that is comparable to the solvent and dispersion adhesives currently being used for certain applications.



New Robond® TR series adhesives are so reliable that they are being used to bond not only integral parts of automobiles, but also the earthquake-absorbing devices in the bridges they drive on.

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#### About Rohm and Haas Company

Rohm and Haas, a worldwide producer of specialty materials, is a \$5.7 billion company with more than 100 plants in 25 countries. Its chemistry is found today in paint and coatings, adhesives and sealants, construction materials, personal computers and electronic components, household cleaning products, as well as thousands of other everyday products.

The Rohm and Haas Adhesives and Sealants business, with annual sales of \$661 million, is a world-class supplier of formulated adhesives, coatings and polymers for adhesives and sealants. It serves the Packaging, Converting, Transportation, Structural, Construction, and Pressure-Sensitive Adhesives industries. More information about the company is available at the company's website, [www.rohmhaas.com](http://www.rohmhaas.com).

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